



ACTIVATING EMPLOYEES AS INFLUENCERS

Q1 2026 RESEARCH STUDY

**YOUR EMPLOYEES ARE YOUR BEST HIRING CHANNEL.
YOU'RE JUST NOT ACTIVATING THEM YET.**

How always-on, employee-driven job sharing is shifting hiring from episodic referrals to continuous, network-driven talent discovery

www.flockity.com

Executive Summary

For decades, recruiting has operated on a simple premise: candidates search, and employers respond.

But that model is breaking down.

Today's workforce—especially younger and passive talent—doesn't actively search for jobs in the same way. Instead, they discover opportunities passively, through the content, communities, and people they already engage with.

This shift is forcing a fundamental rethink of how jobs are distributed.

In Q1 2026, Flockity introduced Linkity, a proprietary link-in-bio solution designed to enable always-on, employee-driven job sharing. Early results suggest that when job distribution is embedded into existing employee behavior—and requires virtually no effort—engagement increases significantly.

This report explores:

- The shift from job search to job discovery
- The role of employees as always-on distribution channels
- Early performance data from Linkity
- Practical use cases for employer brand and talent acquisition teams

Context

Active vs. Passive

70–75%

of job seekers are passive, but open

Social Media impact

79%

Use social media in their job search

Gen Z + job discovery

73%

Of those aged 18–34 found their last job through social

Employee reach in social

10X

Combined social reach of employees vs. company's channels

The Discovery Problem

Traditional recruiting channels are built for intent.

Job boards, career sites, and paid campaigns assume that candidates are actively searching. But in reality, a significant portion of the workforce is passive—open to opportunities, but not actively looking.

This creates a structural mismatch:

- Employers invest heavily in search-based channels
- Candidates increasingly operate in discovery-based environments

As a result, many organizations are overspending on visibility in places where attention is declining, while underinvesting in channels where attention already exists.

The Rise of Ambient Job Discovery

Modern digital behavior is defined by passive consumption.

Platforms like TikTok, Instagram, and LinkedIn have trained users to discover content algorithmically—without actively seeking it out. Jobs are no exception.

Instead of searching for roles, candidates are:

- Encountering jobs in their feeds
- Hearing about opportunities from peers
- Engaging with career content organically

This shift introduces a new concept: **Ambient Job Discovery**

Jobs are no longer destinations. They are experiences that surface naturally within existing digital behavior.

For employers, this means:

- Distribution matters more than destination
- Presence matters more than promotion

75%

Percentage of the workforce considered “passive”, meaning they are not actively looking, but are open to new opportunities

Source: [Xtendedview](#)

Meet Linkity: The Distribution Layer

Employers have made significant investments in employee ambassador programs and video-first platforms to bring their culture to life.

And it's working.

Today, between 50% and 75% of companies have some form of employee advocacy program in place, signaling just how important employee storytelling has become. Employees are posting. Stories are being told. Audiences are engaging. But there's a gap. Those stories rarely lead to jobs.

There is a disconnect between employer brand storytelling and candidate conversion:

- Content builds awareness
- Engagement builds interest
- But very little bridges the moment from "this looks like a great place to work" to "here's a role I can apply to right now"

From storytelling to conversion

Employee content is powerful because it's authentic. But without a clear next step, that attention dissipates.

Linkity turns that attention into action:

- A post about a project → leads to relevant open roles
- A day-in-the-life video → connects to real opportunities
- A culture story → becomes a gateway to apply

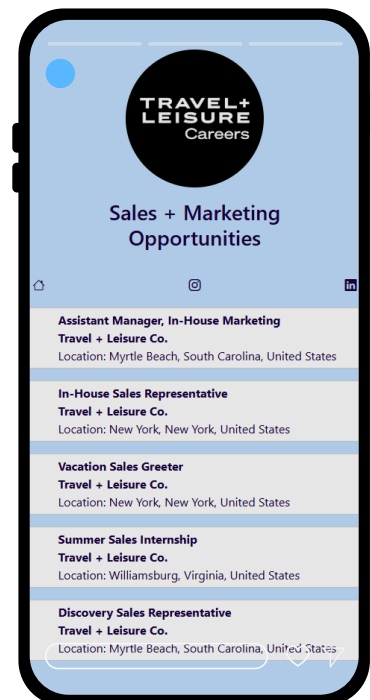
It bridges the gap between interest and intent.

From campaigns to infrastructure

This represents a fundamental shift in how companies approach job distribution:

- Campaign-based sharing → Infrastructure-based distribution
- One-time actions → Continuous visibility
- Awareness → Actionable pathways

Employees are no longer just brand advocates. They become persistent, always-on channels for job discovery—integrated seamlessly into the way they already show up online.



Linkity is a link-in-bio solution for recruiting that turns every employee post into a pathway to relevant jobs—automatically matching opportunities to their company, role, and network.

Early Performance Insights from Q1

Initial data from Linkity deployments suggests strong engagement dynamics.

26%

Click through rate on Linkity shares.

2,000

Page views in less than 2 months.

500

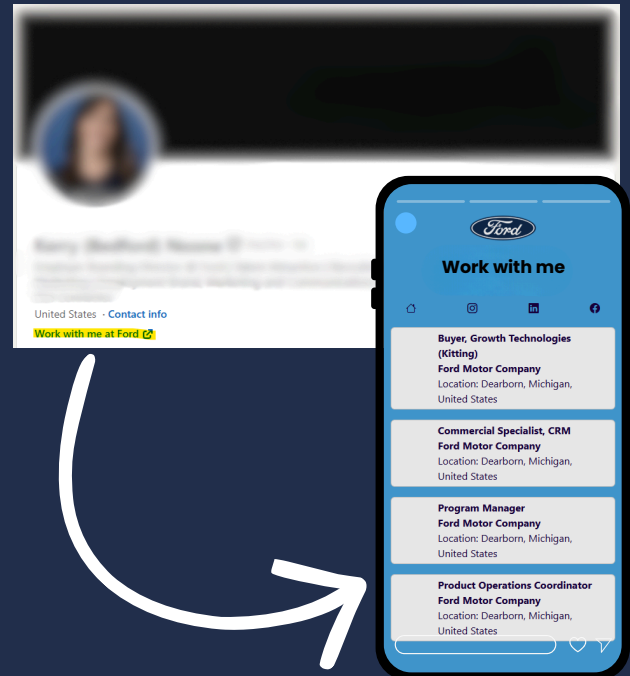
Clicks from Linkity pages.

What it means

Employees do not need to actively promote jobs for engagement to occur. When job opportunities are embedded into the natural flow of employee content, candidates engage without the need for direct calls to action or explicit promotion. This suggests that visibility—not volume of posting—is what drives initial interaction.

Passive exposure is proving to be a powerful driver of meaningful engagement. Rather than relying on one-time job posts, continuous presence within employee networks allows opportunities to surface organically, meeting candidates where they already are and how they already consume content.

Relevance also plays a critical role in click behavior. When jobs align with the identity of the employee sharing them—and by extension, their audience—engagement increases. While still early, these signals point to a more efficient, scalable distribution model compared to traditional job promotion strategies.



Why this works

The effectiveness of Linkity can be explained through three key behavioral drivers:

1

Frictionless sharing:

Traditional employee advocacy requires effort. Employees are asked to select jobs, write posts, and remember to share consistently over time. Even with the best intentions, this creates friction, and friction leads to drop-off.

Linkity removes the friction. Employees only need to share a single link once, and from that point forward, the system operates automatically. There's no need to choose jobs or create content specifically for hiring.

The impact is fast: participation increases because the barrier to entry is low, there's nothing to maintain, and engagement becomes sustainable rather than dependent on repeated actions.

2

Identity-Based Relevance

In most job distribution models, opportunities are pushed broadly, with little consideration for who is sharing them or who is seeing them. Linkity takes a different approach by aligning jobs with the employee's role, company, and network relevance.

This creates a natural and authentic experience. Employees are sharing because the opportunities reflect their world, and audiences are more likely to engage because the jobs feel relevant.

The result is stronger performance across the board: higher click-through rates, increased trust in the opportunities being shared, and less noise in the system overall.

3

Persistent Visibility

Most job posts are fleeting. They are shared once, quickly disappear from feeds, and require constant reposting to maintain visibility. This creates a cycle of short bursts of attention followed by long periods of silence.

Linkity shifts this dynamic by creating continuous exposure. Jobs are always accessible through the shared link, content refreshes automatically, and engagement builds over time instead of resetting with each new post.

This leads to ongoing discovery, higher lifetime engagement per link, and a reduced reliance on repeated campaigns to drive visibility.

Use cases for Employer Brand Teams

Linkity introduces several practical applications for talent teams:

Always-On Referral Engine

Employees become continuous sources of candidate traffic without needing to actively refer individuals.

Passive Talent Pipeline Development

Candidates who are not actively searching can still engage with opportunities over time.

Campaign Layering

Linkity can support: Campus recruiting, Seasonal hiring. By acting as a persistent destination for opportunities.

Hard-to-Fill Role Amplification

Difficult roles gain broader, more consistent exposure across employee networks.

Campaign Layering

Linkity supports campus recruiting, and seasonal hiring by serving as a persistent, always-on destination for job opportunities.

Rethinking Employee Advocacy

Traditional models of employee advocacy are inherently limited. They rely on: High effort, repeated actions, ongoing management.

Old Model

“Post this job”

Campaign based

Manual Effort

Inconsistent

New Model

“Share your link”

Always on

Automated

Systematic

Conclusion: From Campaigns to Infrastructure

Recruiting is entering a new phase.

For years, the dominant question has been: **“How do we get candidates to find our jobs?”**

That question assumed candidates would go looking, that they would open job boards, visit career sites, and actively navigate their way to an application.

But that’s no longer how behavior works.

Today, the better question is:
“How do we ensure our jobs are always present where candidates already are?”

Because candidates aren’t starting with search, they’re scrolling, engaging, and discovering. Opportunities don’t need to be found. They need to show up.

This shift changes everything.

It means that recruiting is no longer just about creating demand, it’s about building distribution. It’s no longer about driving traffic to a destination, it’s about embedding opportunities where attention already exists.

In this new model, visibility isn’t something you turn on and off through campaigns. It’s something you sustain.

Because in a world defined by discovery, the companies that win aren’t the ones with the most job postings. They’re the ones whose opportunities are consistently present, showing up in the right places, through the right people, at the right moments.

Presence is no longer a byproduct of recruiting strategy.

It is the strategy.

Key Shifts

As job discovery continues to evolve, organizations must rethink how they allocate resources.

From Promotion to Distribution Infrastructure Invest in systems that enable continuous visibility, not one-time campaigns.

From Employer Channels to Employee Channels Leverage existing networks instead of building new audiences from scratch.

From Active Search to Passive Discovery Design strategies that meet candidates where they already are.



THE NEXT GEN OF CREATOR-LED RECRUITING IS HERE



Startup of
the Year

Because Great Talent Doesn't Search. They Discover.

Meet Flockity Amplify

The future of recruiting isn't automation. It's amplification. Not algorithms. People. As the first company to bring influencer marketing to recruiting, it's become more clear than ever: The Power of People Is the Future. In a world full of bots, scams, data grabs, ghost jobs, and posers, we found the magic remains in humanity, authenticity, trust, and learning. Together.

Flockity

The flagship, offers real creators sharing real jobs in their public profiles, not because we tell them to, but because it aligns with who they are, what they talk about, and what their community values. 89% of the traffic Flockity drives is net new to your career site.

Flockity+

Choose the creator, give direction, and own the final content. Think Cameo for jobs, whether it's a welcome video for a finalist or a creator talking about why your product team is a place they'd want to work. Flockity+ delivers clicks plus commissioned video.

Linkity

Turn your employees into influencers, effortlessly. Automate the right jobs to the right team members to share jobs with zero lift. All those times you wished employees would post your EB content and they didn't because it was hard? Linkity makes it simple.

Trusted by



Ask your Agency about Flockity or drop us a line: tracey@flockity.com